**6th Semester  
APPLIED PSYCHOLOGY  
PSY/VI/CC/17**

**Unit I: Applied Psychology & Industrial Psychology**

**Multiple choice questions**

1. The period from 1917 to1937 was the period of \_\_\_\_\_\_\_\_ for applied psychology.

a) Pregnancy **b) Birth**

c) Infancy d) Youth

2. The aims of applied psychology includes

a) Description b) Prediction

c) Control of human activities **d) All of the above**

3. The famous long term studies conducted at the Hawthorne Western Electrical plant was

a) Illinois studies b) Industrial setting studies

**c) Hawthorne studies** d) Managerial studies4. The application of the methods, facts and principles of psychology to people at work is

a) Clinical psychology **b) Industrial/Organizational psychology**

c) Educational psychology d) Forensic psychology

5. Credit for the development of Industrial psychology can be given to

a) W.E UpJohn b) C.L Hull

c) D.B Dill **d) Walter Dill Scott**

6. \_\_\_\_\_\_\_\_ has been given the honor of being the first Industrial psychologist.

a) **Hugo Munsterberg** b)Walter V. Bingham

c) C.L Hull d) Abraham Maslow

7. An American group of applied psychologists with interest in human engineering problems –

**a) Human Factors Society** b) Humanist Society

c) Engineering Society d) Human Programming Society

8. Research methods in Organizational behavior includes

a) Quantitative methods b) Computer simulation

c) Qualitative methods **d) All of the above**

9. The early advocate of the use of psychological tests to measure a prospective employee’s skills and to match that with the requirements of a particular job was \_\_\_\_\_\_

a) Walter Dill Scott **b) Hugo Munsterberg**

c) Rolland Sullivan d) Cecil Bell

10. Division 14 is one of the divisions of the American Psychological Association and it is known as

a) Child psychology b) Abnormal psychology

**c) Industrial psychology** d) Forensic psychology

11. Organizational research includes

a) Individuals in organizations (micro level) b) Work groups (meso level)

c) How organizations behave (macro level) **d) All of the above**

12. The work of Human engineering includes

**a) Equipment and product design** b) Cloning

c) Training Industrial workers d) Marketing

13. The British group of psychologists with interest in human engineering problems is

a) Functional Society b)Comfort Design Society

c) Society of Human Factor **d) Ergonomics Society**

14. The book which is considered to be the first in using psychology to help solve problems in the business world is

a) Psychology and Industrial Efficiency b) The Psychologist in Industry

**c) The Theory and Practice of Advertising** d) Organizational Theories

15. Walter Dill Scott formed the first consulting company in the year

a) 1909 **b) 1919** c) 1933 d) 1925

16. The Psychology of Industrial Efficiency was written by

**a) Hugo Munsterberg** b) Walter Dill Scott

c) E.E Wagner d) A.S Otis

17. Psychological tests devised during the World War I are

a) MMPI and CAT b) Army Anxiety test and Alcohol use Inventory

c) TAT and Rorschach **d) Army Alpha and Army Bet**a

18. The Hawthorne study was started in the year

**a) 1927** b)1925

c) 1921 d) 1930

19. The production of complex weapons during World War II sparked the development of a new field called

a) Clinical psychology **b) Engineering psychology**

c) Industrial psychology d) Abnormal psychology

20. The National Institute of Applied Psychology was established in the United States in the year a) 1945 b) 1927

c) 1935 **d) 1937**

21. The founding father of Organizational development is

**a) Kurt Lewin** b) Carl Jung

c) Max Wertheimer c) E.H Schein

22. “The study of human behavior in organizational settings, the interface between human behavior and the organization, and the organization itself”.

a) Counseling psychology **b) Organizational Behavior**

c) Vocational Counseling d) Industrial psychology

23. Who claimed that the Industrial Revolution’s focus on efficiency constrained the worker to a kind of ‘prison’ and ‘stripped a worker of their individuality’?

a) Gustav Fechner **d) Max Weber**

c) Walter Dill Scott d) Sigmund Freud

24. The application of bureaucratic and scientific management principles to whole manufacturing process is called

a) Taylorism b)Bureaucratism

**c) Fordism** d) Industrialism

25. Who among the following concluded that job performance and the so-called Hawthorne Effect was strongly correlated to social relationships and job content?

a) Hugo Munsterberg b) walter V. Bingham

**c) Elton Mayo** d) M. Smith

26. What can foster higher productivity and reduced turnover, while providing more leverage for the recruitment of top talent?

a) Efficiency b) Good leadership

c) Training **d) Job satisfaction**

27. The first psychological consulting firm was

**a) Scott Company of Philadelphia** b) The Firm of Richardson

c) Dunlap and Associates, Inc d) Science Research Associates

28. Who among the following recognized that individuals behave differently when acting in their organizational role than when acting separately from the organization?

a) Peter Drucker **b) Chester Barnard**

c) D.D White d) D.A Bednar

29. The 19th century engineer and management consultant who applied the approach of scientific management was

**a) Frederick Taylor** b) Henry Ford

c) Charles Babbage d) Henry Petroski

30. Organizational behavior research includes

a) Individuals in organization (micro-level) b) Work groups (meso-level)

c) How organizations behave (macro-level) **d) All of the above**

31. Research methods used in Organizational behavior includes

a) Quantitative methods b) Computer simulation

c) Qualitative methods **d) All of the above**

32. Organizational behavior deals with employee attitudes and feelings, including \_\_\_\_\_\_\_\_

a) Job satisfaction b) Organizational commitment

c) Job involvement **d) All of the above**

33. According to Henry Mintzberg, managerial roles includes

a) Interpersonal roles b) Decisional roles

c) Informational roles **d) All of the above**

34. The field of Human engineering deals with

**a) Equipment and product design** b) Cloning

c) Training Industrialist c) None of the above

35. The Industrial psychologist may be a consultant to \_\_\_\_

a) Trade association b) Retailers

c) Manufacturers **d) All of the above**

**Unit I: Fill in the blanks**

1. Observing the behavior of employees on the job under well-controlled and systematic conditions is the work of \_\_\_\_\_\_\_\_\_\_\_\_\_ psychologists. **(Industrial-Organizational)**

2. The first psychologist to apply psychology to advertising, employee selection and management issues was \_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(Walter Dill Scott)**

3. The psychological test which was designed during WW-I for people who could not read was \_\_\_\_\_\_ **(Army Beta)**

4. The psychological test which was designed during WW-I for people who could read and write was \_\_\_\_\_\_\_\_\_\_\_\_ **(Army Alpha)**

5. The famous long-term research program that documented the influence of a variety of managerial and organizational factors on employee behavior was \_\_\_\_\_\_ **(Hawthorne studies)**

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the study of successful organizational change and performance. **(Organizational development)**

7. To describe, predict and control human activities in order to understand, direct and influence human lives is the aim of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(Applied psychology)**

8. \_\_\_\_\_\_\_ psychology is useful for judges, lawyers, witnesses and persons who are concerned with the law or justice . **(Legal)**

9. In ‘Administrative Behavior’ \_\_\_\_\_\_\_\_\_\_\_\_\_ introduced the concept of decision making. **(Herbert Simon)**

10. According to \_\_\_\_\_\_\_\_\_\_\_\_\_ bureaucracy is an organization that rested on rational-legal principles and maximized technical efficiency. **(Max Weber)**

11. \_\_\_\_\_\_\_\_\_\_\_ refers to selection and assessment of employees and executives. **(Personnel selection)**

12. The divisions of the APA, \_\_\_\_\_\_\_\_\_ is known as the Industrial psychology. **(Division 14)**

13. The branch of applied psychology that helps in the detection of crimes is called \_\_\_\_\_\_\_\_\_ **(Legal psychology)**

14. The method of \_\_\_\_\_\_\_ was coined after the name of the automobile mogul Henry Ford. **(Fordism)**

15. \_\_\_\_\_\_\_ is the study of successful organizational change and performance. **(Organizational Development)**

**Unit II: Military Psychology, Terrorism & Forensic Psychology**

**Multiple choice questions**

1. The roles of a forensic psychologist are

a) Clinical b) Experimental

c) Actuarial **d) All of the above**

2. Forensic psychologists are heavily involved in work concerning the \_\_\_\_\_\_\_ of offenders.

a) Assessment b) Rehabilitation

c) Management **d) All of the above**

3. One of the first and on-going concerns of a Forensic psychologist working with offenders post sentence is the \_\_\_\_\_\_ of the offenders

a) Rehabilitations **b) Assessment**

c) Accommodation d) Medical check up

4. The role of Academic psychologist is

a) Assessment b) Management

**c) Teaching** d) None of the above

5. Forensic psychology is the interface between

a) Crime and Law b) Ethics and Crime

**c) Psychology and Law** c) Administration and Crime

6. Applied Forensic psychology deals with

a) Police psychology b) Criminal psychology

c) Prison psychology **d) All of the above**

7. The role of Forensic psychologist in criminal justice system includes

a) Interview b) Polygraph

c) Brain mapping **d) All of the above**

8. The work of a Forensic psychologist include

a) Jury selection b) Child custody decision

c) Alleviation of Police burnout **d) All of the above**

9. The role of a Forensic psychologist at the judicial procedure level is

**a) Presenting evidence** b) Making the client feel comfortable

c) Signing consent letter d) None of the above

10. Academic Forensic psychology includes

**a) Developmental psychology** b) Providing money

c) Hypnosis d) None of the above

11. The \_\_\_\_\_\_\_\_\_\_ plays a key role in determining competency of criminals to stand trial’

a) Military psychologist b) Counseling psychologist

**c) Forensic psychologist** d) Sport psychologist

12. Terrorist leaders who set the ideology of the movement are called

a) Reactive member **b) Proactive member**

c) Authoritative member d) Permanent member

13. Terrorism includes

**a) State sponsored terrorism, Majority terrorism, Minority terrorism, Terrorism supported by external agencies**

b) Only majority terrorism

c) State sponsored and minority terrorism

d) Only terrorism supported by external agencies

14. Osgood’s theory of \_\_\_\_\_\_ states that if a nation makes some peaceful gestures, the adversary is likely to reciprocate.

a) Norm-violation **b) Graduated and reciprocated initiative in tension reduction**

c) Terror management d) Psycho-social

15. The tendency for people to make more daring decision when they are in groups than when they are alone is

a) Peer pressure b) Phenomenon of Group polarization

**c) Risky shift phenomenon** d)Group shift

16. Terrorist who are loyal to their parents and carry out terror mission to take revenge from the government which wounded their parents –

**a) Nationalist-separatist** b) Anarchic-ideologues

c) Ethnic terrorist d) Revolutionist

17. These types of terrorists are disloyal to their parents who are identified with the state.

a) Dissent terrorist b) Religious terrorist

c) State-sponsored terrorist **d) Anarchic-ideologues**

18. The major job of Military psychologists is to promote psychological well-being among

a) Civilians b) Students

c) Teachers **d) Soldiers**

19. Military psychologists used the method of \_\_\_\_\_-- to treat soldiers who are high on anger, anxiety and depression.

a) Post Trauma Rehabilitation b) Trauma Event Management

c) Self Care Strategies **d) All of the above**

20. Psychological tests are used by Military psychologist for the purpose of

a) Therapy **b) Selection**

c) Counseling d) Research

21. For high risk military operations \_\_\_\_\_\_\_\_ is required

a) Intrinsic motivation b) Superior physical and psychological prowess

c) Adaptability **d) All of the above**

22. Psychological test are administered for training cadets in this way

a) Social skills b) Security

**c) Pre-training and pro-training test** d) Energy and initiative

23. To treat various mental problems of defense personnel like PTSD, depression, personality disorders Military psychologists employ

**a) Counseling** b) training

c) Medicine d) None of the above

24. The function of Military psychology includes

a) Analyzing the verdicts of juries **b) Selection of personnel for military**

c) Understanding marketing system d)Understanding the consequence of ethnic violence

25. Criminal profiling is usually made by

a) Teachers **b) Forensic psychologist**

c) Judge d) Administrators

26. In the court system, Forensic psychologist are often used for

a) Civil cases only b) Criminal and civil cases

c) Criminal cases only d) None of the above

27. One of the most important functions of a Forensic psychologist working in a Correctional institute is

a) Teaching b) Playing with the inmates

**c) Therapeutic intervention** d) Keeping in touch with the administrators

28. The Forensic psychologist may perform diagnosis before and after treatment with the help of

a) The parents of the client **b) Psychometric test**

c) The friends of the client d) The administrator

29. Unlike other areas of functioning of a psychologist, when assessment is ordered by the court

**a) Informed consent is not required** b) Informed consent is compulsory

c) Informed consent is optional d) None of the above

30. In order to become a Forensic psychologist, one must be

a) Patient b) Comfortable working with others

c) Adaptable **d) All of the above**

31. The ethical standard of a Forensic psychologist and Clinical psychologist is

**a) Different** b) Similar

c) Almost the same d) None of the above

32. The Forensic psychologist \_\_\_\_\_\_\_\_with the client.

a) Empathize b) Do not empathize

**c) Do not have to empathize**  d) Have to empathize

33. The role of a Forensic psychologist and Criminal psychologist in a crime investigation is

a) Opposite **b) Different**

c) Similar d) None of the above

34. The population evaluated by the Forensic psychologist is heavily weighted with

a) People of superior IQ b) People of average IQ

**c) Specific personality disorder** d) None of the above

**Unit II: Fill in the blanks.**

1. Forensic psychology is the interface between Psychology and \_\_\_\_\_\_\_\_\_ **(Law)**

2. The two components of Forensic psychology are applied and \_\_\_\_\_\_\_\_\_\_ psychology **(Academic)**

3. The role of a Forensic psychologist involves \_\_\_\_\_\_\_\_ of the person to provide clinical judgment. **(Assessment)**

4. The role of Forensic psychologist under experimental involves performing \_\_\_\_\_\_\_\_\_\_ in order to inform a case **(Research)**

5. \_\_\_\_\_\_\_\_\_\_\_ may advice the police on how best to interview witnesses and suspects. **(Forensic psychologist)**

6. **\_\_\_\_\_\_\_\_\_** contributed their knowledge to the process of police officer recruitment by using psychometric tests. **(Psychologists)**

7. Psychologist provides stress management measures to \_\_\_\_\_\_ to reduce their stress. **(Police)**

8. \_\_\_\_\_\_\_\_\_\_ are involved in work concerning the assessment, rehabilitation and management of offenders. **(Forensic Psychologists)**

9. \_\_\_\_\_\_\_\_\_ helps in the development of design, delivery and management of offenders to prevent further offending. **(Forensic Psychologists)**

10. The main role of a Forensic psychologist in the academic field is \_\_\_\_\_\_\_\_ **(Teaching)**

11. \_\_\_\_\_\_\_\_ refers to the use of violence by small groups against non-combatants of large groups, for avowed political goals. **(Terrorism)**

12. Follower of a terrorist group who are drawn mostly from lower caste and tribal are \_\_\_\_\_\_\_ **(Reactive member)**

13. The best tool to increase understanding between two groups is \_\_\_\_\_\_\_\_\_ **(Negotiation)**

14. \_\_\_\_\_\_\_\_ psychology is concerned with recruiting, training, deploying, healing and motivation of military members. **(Military)**

15\_\_\_\_\_\_\_ are more vulnerable to more anxiety related disorders than civilians owing to the greater probability of encountering traumatic and life threatening events. **(Military personnel)**

16. \_\_\_\_\_\_\_\_\_ tests are used in the recruitment of soldiers and officers as well as in the selection of soldiers for special purpose missions. **(Psychological)**

17. One major job of Military psychologist is to promote \_\_\_\_\_\_ well-being among the soldiers and other employees in the military. **(Psychological)**

18. \_\_\_\_\_\_\_\_\_ evaluates the psychological fitness of present and prospective defense personnel. **(Military)**

19. The forensic psychologist predicts the client’s risk of \_\_\_\_\_\_\_ through psychiatric evaluation. **(Recidivism)**

20. \_\_\_\_\_\_\_\_\_\_\_are conducted to profile candidates on the basis of their temperament, personality, ethics or interest. **(Non cognitive test)**

**Unit III: Application of Psychology in I.T and Mass Media & Sports Psychology**

**Multiple choice questions**

1. The ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings.

**a) Artificial Intelligence** b)Emotional Intelligence

c) Digitalization d) Blue brain project

2. Weak Artificial intelligence, also known as \_\_\_\_\_\_\_\_, is an AI system that is designed and trained for a particular task.

a) Soft AI b) Small AI

**c) Narrow AI** d) Light AI

3. Strong AI, also known as\_\_\_\_\_\_\_\_\_\_, is an AI system with generalized human cognitive abilities so that when presented with an unfamiliar task, it has enough intelligence to find a solution

**a) Artificial general intelligence** b) Cognitive AI

c) Smart AI d) None of the above

4. The\_\_\_\_\_\_\_\_, developed by mathematician Alan Turing in 1950, is a method used to determine if a computer can actually think like a human.

a) Intelligence test **b) Turing test**

c) Aptitude test d) Alan test

5. Dr. Maxwell Maltz outlines \_\_\_\_\_\_\_\_ of Psycho-cybernetics for defining and achieving goals and building a positive self-image.

**a) 12 core lessons** b) 2 core lessons

c) 15 core lessons d) 5 core lessons

6. The term psycho refers to the mind and cybernetics refers to:

a) Computer operating system **b) Self regulating feedback system**

c) Robotic system d) automatic control system

7. According to Dr. Maxwell Maltz everyone has \_\_\_\_\_\_\_\_\_\_\_\_\_, a natural ability to achieve goals.

**a) Automatic-success Mechanism** b) Quest for happiness

c) Self-Image mechanism d) Defense mechanism

8. The virtual world which is bigger than the real world is

a) Google b) Gaming world

c) Cyber hub **d) World Wide Web (WWW**)

9. A three dimensional (3D) internet-based virtual world that allows users to create alter egos and interact with each other is

a) Cyber life b) Virtual reality

**c) Second life** d) Alter world

10. Who started the Centre for On-line Addiction (COLA)?

a) E.L Anderson b) Keith W. Beard

c) Lawrence T. Lam **d) Kimberly Young**

11.**\_\_\_\_\_\_\_** can be obtained from I.T as it is a channel for cathartic release.

a) Creativity **b) Emotional gratification**

c) Aggression c) Power

12. I.T and mass media can fulfill intrinsic needs such as \_\_\_\_\_\_ needs and cognitive needs.

**a) Aesthetic** b) Emotional

c) Physical d) Social

13. When \_\_\_\_\_\_\_\_ communication decreases, the informal group breaks.

a) Informal b) On-line

**c) Face to face**  d) Formal

14. According to Kraut et.al, video-conferencing communication increases \_\_\_\_\_\_\_\_\_

**a) Psychological distance** b)Friendship

c) Aggression d) None of the above

15. Advantages of telecommunication includes

a) Increase flexibility b) Saves direct expenditure

c) Reduce environmental pollution **d) All of the above**

16. Psychologists claim that when the duration spend on the internet becomes too much, people may have \_\_\_\_\_\_\_\_

a) Phobia **b) Internet Addiction disorder**

c) Anorexia d) None of the above

17. The line that separates those who have access to the internet from those who do not is known as

**a) Digital divide** b) Prejudice

c) Social gap d) None of the above

18. It is found in some studies that increase in internet use leads to \_\_\_\_\_\_\_ in depression and loneliness.

a) Decrease **b) Increase**

c) Fluctuation d) None of the above

19. The advantages of online therapy includes

a) Anonymity b) Online disinhibition effect

c) Flexibility **d) All of the above**

20. Internet based psychological testing enables

a) Fast and simple testing b) Convenient testing

c) Highly accessible testing **d) All of the above**

21. The first recorded study in sport psychology was done by

**a) Norman Triplett** b) Dorothy Harris

c) P.K Wrigley d) Franklin M. Henry

22. Who among the following is credited with establishing the first sport psychology laboratory?

a) Dan Landers **b) Coleman Griffith**

c) Norman Triplett d) Piotr Antonovich Roudik

23. Who was the first person to introduce the term sport psychology?

a) Avksenty Cezarevich Puni b) rainer Martens

**c) Pierre de Coubertin** d) Bruce Ogilvie

24. Sport psychology was introduced as a new branch of sport science at \_\_\_\_\_\_

**a) Lausanne Congress** b) France Congress

c) Indiana University d) Pennsylvania State University

25. Psychologists who are prepared to deal with emotional and personality disorder problems that affect some athletes are:

a) Research Sport psychologists **b) Clinical/Counseling sport psychologists**

c) Educational Sport psychologists d) Life skills counselor

26. Those that help athletes develop psychological skills for performance enhancement are called

a) Technical Educator b) Clinical Sport psychologists

c) Life skills counselor **d) Educational sport psychologists**

27. \_\_\_\_\_\_\_\_ sport psychologists investigate all aspects of the psychology of sport, both theoretical and applied.

a) Counseling b) Educational

**c) Research** d)Vocational

28. Volume 15 of the 2001 edition of ‘The Sport Psychologist’ was dedicated to \_\_\_\_\_\_\_ in sport psychology.

**a) Feminism** b) Athletes

c) Gay/Lesbians d) Psychologists

29. In \_\_\_\_\_\_\_\_\_\_\_ harassment, a negative and debilitating atmosphere is created by the male authority figure that is both hostile and unwelcoming.

a) Passive environment b) Open environment

c) Aggressive environment d**) Hostile environment**

30. According to \_\_\_\_\_\_\_\_\_\_\_\_, “One of the accepted tenets of applied sport psychology is the belief that thought precedes and influences athletic performance”.

a) Coleman Griffith **b) Ralph Vernacchia**

c) Carole Oglesby d) George Huff

31. Sport psychologists who received academic training through departments of physical education consider themselves to be

**a) Educational sport psychologist** b) Physical Educator

c) Physiotherapist d) Clinical sport psychologist.

32. The practice of sport psychology, whether by a coach or by a licensed psychologist involves

a) Teaching and coaching b) Clinical and counseling

**c) Teaching and Clinical** d) Coaching andresearch

33. The \_\_\_\_\_\_\_ endorses the concept of teaching prospective sport psychologists cultural sensitivity and how to be culturally competent.

**a) Universalistic model** b) Multi-cultural model

c) Cultural sensitivity model d) None of the above

34. The Cultural compatibility model proposes to address \_\_\_\_\_\_\_ issues by matching the background of the counseling sport psychologist with that of the athlete.

a) Racism **b) Multi-cultural**

c) Competency d) Discrimination

35. The interrelated tasks for Sport psychologists as recognized by European Federation of Sport psychology includes

a) Research b) Education

c) Application **d) All of the above**

**Unit III: Fill in the blanks**

1. The term Artificial Intelligence was coined by\_\_\_\_\_\_\_\_\_\_\_ **(John McCarthy)**

2. An AI system that is designed and trained for a particular task is called \_\_\_\_\_\_ or narrow AI. **(Weak)**

3. An AI system with generalized human cognitive abilities is called \_\_\_\_\_\_\_ AI or Artificial general intelligence. **(Strong)**

4. The Turing test was developed by mathematician \_\_\_\_\_\_\_ **(Alan Turing)**

5. The Centre for \_\_\_\_\_ addiction was started by Kimberly Young. **(On-line)**

6. Psycho-cybernetics was started by cosmetic surgeon \_\_\_\_\_\_\_\_\_\_\_ **(Maxwell Maltz)**

7. \_\_\_\_\_\_\_\_\_\_ refers to working from locations outside the office using information technology. **(Telecommuting)**

8. The study of the psychological basis, processes and effects of sport is called \_\_\_\_\_\_\_\_\_\_ **(Sport psychology)**

9. Norman Triplett investigated the phenomenon of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in which performance is affected by the presence of others. **(Social facilitation)**

10. The first psychologist hired by a professional sports team in the United States was **\_\_\_\_\_\_\_ (Coleman Griffith)**

11. Volume 15 of the 2001 edition of ‘The Sport Psychologist’ is edited by \_\_\_\_\_\_\_\_\_\_\_ **(Diane Gill)**

12. **\_\_\_\_\_\_\_\_\_\_** is a movement to end sexism, sexist exploitation, and oppression. **(Feminism)**

13. In \_\_\_\_\_\_\_\_\_\_\_\_ harassment, there is a bargaining of privileges for sexual favors that goes from the male authority figure toward the female athlete. **(Quid pro quo)**

14**.** Educational sport psychologist helps athletes develop \_\_\_\_\_\_\_ skills for performance enhancement. **(Psychological)**

15. Clinical/Counseling sport psychologist are prepared to deal with emotional and \_\_\_\_\_\_ disorder problems that affect some athletes. **(Personality)**

16. Graduates of sport psychology programs should be adequately trained in issues that relate to culture and \_\_\_\_\_ **(Race)**

**Unit IV: Consumer Psychology & Political Psychology**

**Multiple choice questions**

1. Consumer behavior stems from the disciplines of Psychology, Sociology, Anthropology and

a) Political Science b) Commerce

**c) Communication** d) Business

2. The input stage of consumer decision-making process includes the firm’s marketing efforts and \_\_\_\_\_\_\_

**a) Sociocultural influences** b)Socioeconomic influences

c) Cultural influences d) Economic influences

3. In consumer decision making process the stage that focuses on how consumers make decisions is

a) Input stage **b) Process stage**

c) Output stage d) None of the above

4. Circumstances or things that are wanted or required, and that direct the motivational forces are

a) Wants b) Products

**c) Needs** d) All of the above

5. \_\_\_\_\_\_\_\_\_ occurs when consumers attribute human traits or characteristics to a brand.

a) Displacement b) Branding

c) Chremamorphism **d) Brand personification**

6. Attributing human characteristics to something that is not human is

**a) Anthropomorphism** b) Personification

c) Animism d) Zoomorphism

7. The foundation of marketing is

a) Winning customers **b) Identifying and satisfying needs**

c) Branding d) Competitor analysis

8. Needs that are learned from our parents, social environment, and interaction with others:

a) Physiological needs b) Biological needs

**c) Psychological needs** d) Inherent needs

9. The sought-after results of motivated behavior are

a) Satiation **b) Goals**

c) Fulfillment d) All of the above

10. Outcomes that consumers seek in order to satisfy physiological and psychological needs are

a) Product-specific goals b) Post-purchase evaluation

c) Service evaluation **d) Generic goals**

11.\_\_\_\_\_\_\_\_\_ occurs when consumers do not have an urgent product need in mind, but go shopping for personal enjoyment of shopping

**a)** **Recreational shopping**  b) Activity-specific shopping

c) Demand-specific shopping d) Seeking out specific goods

12. When primary goals cannot be attained people often set \_\_\_\_\_\_\_.

a) Secondary goals b) New goals

**c) Substitute goals** d) Fresh demands

13. Cognitive and behavioral ways of handling frustration in order to protect self esteem.

a) Cognitive therapy **b) Defense mechanisms**

c) Stress Management d) Psychological mechanisms

14. Positive outcomes that we seek are called

a) Reward b) Reinforcement

c) Positive stimulus **d) Approach objects**

15. Negative outcomes that people want to prevent are called

**a) Avoidance objects** b)Approach objects

c) Failure d) Punishment

16. Resolving frustration by inventing plausible reasons for being unable to attain goals or deciding that the goal is not really worth pursuing is

a) Projection **b) Rationalization**

c) Fixation d) Rejection

17. In \_\_\_\_\_\_\_\_ a person respond to frustration by forcing the failure to achieve a goal out of conscious awareness.

a) Reaction formation **b) Repression**

c)Displacement d) Regression

18. Responding to frustration by fantasizing unfilled needs is

a) Thinking b) Unrealistic

c) Hallucinating **d) Daydreaming**

19. The term 'advertising' is derived from the Latin word \_\_\_\_\_\_\_ whichmeans 'to turn' the attention.

a) Advererer b)Adventum

**c) Advertere** d) Disponere

20. The means of informing as well as influencing the general public to buy a product or services through visual or oral messages.

a) Publicity b) Teaching

**c) Advertising** d) Circulating

21. Advertising according to the product or service advertised is called

**a) Classified advertising** b)Native advertising

c) Display advertising d) Paid search advertising

22. \_\_\_\_\_\_\_\_ was considered to be the world’s first political consultants.

a) Sigmund Freud **b)** **Niccolo Machiavelli**

c) Jean Jacques Rousseau d) Erich Fromm

23. ‘The Leviathan’ was written by

a) Karl Marx b) John Locke

**c)** **Thomas Hobbes** d) J.B watson

24. \_\_\_\_\_\_\_\_\_ defined ideology as “an organization of beliefs and attitudes-religious, political or philosophical in nature-that is more or less institutionalized or shared with others.”

a) Paul Lazarsfeld b) Wilhelm Reich

c) Irving Janis **d)** **Milton Rokeach**

25. A collection of people who are perceived to belong together and are dependent on one another is called a \_\_\_\_\_\_\_\_

a) **Group** b) Society

c) Association d) Clan

26. \_\_\_\_\_\_\_ in a group refers to how power is distributed among its members.

a) Roles b) Norms

c) Cohesion **d) Status**

27. It refers expectations about how all group members should behave.

a) Status b) Roles

**c) Norms** d) Cohesion

28. According to Schutz’s Fundamental Interpersonal Relations Orientation (FIRO), joining a group can satisfy three basic needs.

a) Belongingness, affection, love **b) Inclusion, control, affection**

c) Inclusion, security, safety d) Safety, self-esteem, control

29. The tendency to change one’s behaviors or beliefs so that they are consistent with the standards set by the group is known as

**a) Conformity** b) Peer pressure

c) Imitation d) Social learning

30. \_\_\_\_\_\_ is the desire to be distinguishable from others on some aspect.

a) Independence b) Rebelling

**c) Individuation** d) Pride

31. Conforming to be liked and accepted is referred to as

a) Need for affiliation **b) Normative social influence**

c) Socialization d) Attachment

**Unit IV: Fill in the blanks**

1. The study of consumers’ actions during searching for, purchasing, using, evaluating and disposing of products and services to satisfy their needs is \_\_\_\_\_\_\_(**Consumer behavior)**

2. The output stage of consumer decision making consists of \_\_\_\_\_\_\_\_\_\_ behavior and post-purchase evaluation. **(Purchase)**

3. The driving force that impels people to act is \_\_\_\_\_\_\_\_\_\_\_ **(motivation)**

4. A “\_\_\_\_\_\_\_\_\_\_\_” provides an emotional identity for a brand, which produces sentiments and feelings toward it among consumers. **(Brand personality**)

5. Zoo-zoo character is introduced by Vodafone to reflect \_\_\_\_\_\_\_\_\_\_\_ in the Indian context. **(Anthropomorphism)**

6. \_\_\_\_\_\_\_\_\_\_ needs are innate and fulfilling them sustains biological existence. (**Physiological)**

7. \_\_\_\_\_\_\_\_\_\_ goals are outcomes that consumers seek by using a given product or service. **(Product specific)**

8. \_\_\_\_\_\_\_\_ shopping includes such motivations as sensory stimulation, gift shopping and bargain hunting **(Activity-specific)**

9. In \_\_\_\_\_\_\_\_\_\_\_ shopping consumers are motivated by such factors as service convenience, store atmosphere, assortment innovations and assortment uniqueness. **(Demand-specific)**

10. \_\_\_\_\_\_\_\_ is the feeling that results from failure to achieve a goal. **(Frustration)**

11. Defense mechanism in which a person reacts to frustrating situation with childish or immature behavior is called \_\_\_\_\_\_\_\_\_ **(Regression)**

12. Responding to frustration by projecting blame for failures on other objects or persons is known as \_\_\_\_\_\_\_\_\_ **(Projection)**

13. Resolving frustration by identifying with other persons who have experienced the same or similar frustrating situation is called \_\_\_\_\_\_\_\_\_\_ **(Identification)**

14. \_\_\_\_\_\_\_\_ is any paid form of non-personal presentation and promotion of goods, services and ideas by identified sponsors. **(Advertising)**

15. The two major categories of advertising media are \_\_\_\_\_\_\_\_\_\_ media and electronic media **(Print)**

16. \_\_\_\_\_\_\_\_\_\_\_ addresses the ways in which political institutions both affect and are affected by human behavior. **(Political psychology)**

17. In his book \_\_\_\_\_\_\_\_\_\_, Machiavelli wrote about the qualities necessary for successful political leadership. **(The Prince)**

18.\_\_\_\_\_\_\_\_\_\_\_ viewed a political man as “nasty, brutish, and short.” **(Thomas Hobbes)**

19. \_\_\_\_\_\_\_\_\_\_\_ refers to the factors that cause a group member to remain in the group. **(Cohesion)**

20. The tendency of group members to work less hard when in a group than when working alone is called \_\_\_\_\_\_\_\_\_. **(Social loafing)**

**Unit V: Environmental Psychology & Cross Cultural Psychology**

**Multiple choice questions**

1. Environmental degradation is the degradation of the environment through depletion of resources such as

a) Air b) Water

c) Soil **d) All of the above**

2. In general there are \_\_\_\_\_\_\_\_ main types of environmental degradation

a) Five b) Three

**c) Two** d) Seven

3. \_\_\_\_\_\_\_\_\_ types of soil erosion has been identified

a) Eight b) Six

c) Three **d) Four**

4. In arid and semi-arid regions soil erosion due to \_\_\_\_\_\_\_\_ is a common phenomenon

a) Rain **b) Wind**

c) Hailstorm d) All of the above

5. Soil erosion can be checked by adopting

a) Mechanical methods b) By maintaining soil fertility

c) Biological methods **d) All of the above**

6. \_\_\_\_\_\_\_\_\_ is an environmental hazard that results in the death of many persons and livestock and causes forest fires and building fires

a) Thunder b) Cutting trees

**c) Lightning** d) Sandstorm

7. Abrupt changes in atmospheric causes \_\_\_\_\_\_

a) Thunderstorm b) Hailstorm

c) Tornadoes **d) All of the above**

8. \_\_\_\_\_\_\_\_\_ have been constructed to fulfill the growing needs of power and water for irrigation, but causes environmental degradation

a) Buildings **b) Dams**

c) Industries d) None of the above

9. Mining is one of the causes of environmental degradation and it is in the form of

a) Destruction of land b) Pollution

c) Creation of ‘ghost town’ **d) All of the above**

10. Environmental degradation may occur due to

a) Taking exercise b) Planting trees

**c) Pesticides** d) None of the above

11. Unwanted sound may be described as

a) Pitch b) Timbre

c) Frequency **d) Noise**

12. The normal human ear can hear frequencies between \_\_\_\_\_ per second or hertz

a) 20 – 40 cycles b) 2,000 – 20,000 cycles

c) 40 – 40,000 cycles **d) 20, 20,000 cycles**

13. Extremely wide range unpatterned frequencies are called

a) Loud noises **b) White noise**

c) Narrow bands d) Decibels

14. Exposure to loud or frequent noise leads to

a) Heightened electro dermal activity b) Constriction of peripheral blood vessels

c) Increased catecholamine secretion **d) All of the above**

15. Exposure to high intensity noise is found to be associated with

a) Headache b) Nausea

c) Sexual impotency **d) All of the above**

16. Uncontrollable noise exposure has been found to be associated with \_\_\_\_\_ among women.

**a) Emotionality** b) Anxiety

b) Alertness d) Frustration

17. \_\_\_\_\_\_\_ are found to perform better when working in noisy conditions.

a) Introverts **b) Extroverts**

c) Ambiverts d) Psychotics

18. Students living in noisier areas found to be \_\_\_\_\_ than those living in quiet areas.

a) Mentally alert b) More intelligent

**c) Less motivated** d) Happier

19. \_\_\_\_\_ is the basic unit of measurement of noise intensity or loudness

a) Dyne **b) Decibel (dB)**

c) CPS d) None of the above

20. Perception of air pollution depends on a number of

a) Physical factors **b) Physical and psychological factors**

c) Psychological factors d) Behavioral factors

21. Air pollution may be detected through

a) Smell b) Vision

c) Touch **d) All of the above**

22. Many of the most harmful types of air pollution like carbon monoxide are

a) Odorless **b)** **Odorless and colorless**

c) Having pungent d)Colorful

23. Air pollutions may result in

a) Skin problems b) Nervous system diseases

c) Respiratory problems **d) All of the above**

24. Stressed people are \_\_\_\_\_\_\_\_ likely to be influenced by air pollution than calm people

a) More b) Less

c) Not d) None of the above

25. High density leads to \_\_\_\_\_\_ fertility.

**a) Decreased** b) Increased

c) Same level d) None of the above

26. High social density is found to cause

a) **More anxiety** b) Less anxiety

c) Contentment d) Relief

27. The negative feelings caused by high spatial anxiety is found to be

a) Stronger in males **b) Stronger in females**

c) Lower in males d) Lower in females

28. High density conditions is found to \_\_\_\_\_\_ pulse rate

**a) Increase** b) Have zero effect on

c) Decrease d) cause extreme fluctuation

29. High density conditions \_\_\_\_\_\_\_\_\_\_\_\_ blood pressure

**a) Increase** b) Decrease

c) Have no effect d) None of the above

30. Levels of epinephrine in urine after high density trip is found to be

a) Lower b) Same

**c) Higher** d) Medium

31. High density leads to \_\_\_\_\_\_\_\_ in attraction whether it is for a short or a long period of time.

a) Decrement b) Increment

c) No change d) None of the above

32. \_\_\_\_\_\_ social density elicits withdrawer responses - lower levels of eye contact, head movement away from others.

a) Low b) Average

**c) High** d) Extremely low

33. The level of interaction of children and psychiatric patients as room density increases becomes

a) Same **b) Less**

c) More d) Zero

34. Greater density leads to \_\_\_\_\_\_\_\_ amount of helping

**a) Less** b) More

c) Zero d) Same

35. Men in small rooms who expected to be crowded behave \_\_\_\_\_\_\_ than did women in the same situation

a) Less aggressively **b) More aggressively**

c) Much better d) None of the above

36. The reason for immigration maybe

a) Natural disaster b) Economic issues

c) Family reunification **d) All of the above**

37. Immigration may lead to

a) Greater occupational specialization b) Better educated workforce

d) Better matching of skills with job **d) All of the above**

38. Immigration means people moving

a) From one place from another for a short visit

b) From one house to another house next door

c) From one locality to another locality in their own village

**d) From their native regions into another country to live**

39. Illegal immigration refers to the migration of people into a country

**a) Without permission of that country** b) For a short period

c) For vacation d) For health reasons

40. Immigration may result in

a) Being exposed to disagreement with other religions and cultures

b) Overcrowding

c) Being exposed to a richer and more diverse culture

**d) All of the above**

41. Immigrant may face problem in the areas of

a) Language skills b) Ethnic violence

c) Employment **d) All of the above**

42. Deprivation may lead to

**a) Cognitive impairment** b) Cognitive improvement

c) Higher academic achievement d) Higher rate of linguistic learning

43. The visible consequences of deprivation are \_\_\_\_\_\_ in nature

a) Physical, social, cultural, psychological

b) Physical, social psychological

c) Psychological and sociological

**d) Physical, social, cultural, economic**

44. The invisible consequences of deprivation are

**a) Psychological in nature** b) Physical deformity

c) Having no food to eat d) Living without proper medical care

45. Deprivation may be due to

a) Nature and culture b) Nurture and poverty

**c) Nature and nurture**  d) None of the above

46. Deprivation may impair

a) Physical health b) Mental health

**c) Physical and mental health** d) Social interaction

47. The socio cultural consequence of deprivation is

**a) Poverty** b) High income

c) High need for dependence d) High need for achievement

48. A child from a deprived family may have

a) Fast cognitive development **b) Low academic achievement**

c) High linguistic ability d) High academic achievement

49. Most of the marginalized group constitutes \_\_\_\_\_\_\_\_\_ discrimination in different countries

a) Religions b) Ethnic

c) Linguistics **d) All of the above**

50. In most patriarchal society/culture, women can enjoy

a) Full freedom as per the men b) Dignity and rights

c) As a first citizen **d) Dignity and rights only to a limited extent**

51. Marginalization may be formed on the basis of

a) Food b) Way of living

**c) Gender** d) Climate

52. Marginalization is the process of making a group or class of people as a\_\_\_\_\_\_

a) First citizen **b) Second citizen**

c) Third citizen d) Refugee

53. People who are marginalized have \_\_\_\_\_\_\_\_\_\_\_ areas of their life.

**a) Lost control in some** b) Full control in all

c) Zero control in all d) Lost control in all

**Unit V: Fill in the blanks**

1. Unplanned and unorganized mining is a danger to \_\_\_\_\_\_\_\_ **(Environment**)

2. The excessive amount of waste related to human production and consumption may be in the form of solid, \_\_\_\_ and gaseous state. **(Liquid)**

3. \_\_\_\_\_\_\_\_\_\_\_ leads to environmental degradation by depleting non-renewable resources, poisoning and degrading ecosystems and altering the natural processes on which life depends. **(Consumerism)**

4. Pesticides have their impact on all three components of the earth soil, \_\_\_\_\_, air. **(Water)**

5. The more \_\_\_\_\_\_\_\_ people are, the more likely they are to be irritated by pollution. **(Stressed)**

6. \_\_\_\_\_\_ pollution may impair driving ability and cause automobile accidents. **(Air)**

7. \_\_\_\_\_\_ pollution may lead to hypoxia. **(Air)**

8. Immigration is the act of leaving one’s country and moving to another country to which they are not native to settle there. **(Immigration)**

9. \_\_\_\_\_ may result in reducing shortage of labour for the host country. **(Immigration)**

10. \_\_\_\_\_ is a condition or a state of being that the disadvantaged faces. **(Deprivation)**

11. If an individual is bereft of basic necessities for healthy living, the resultant deprivation is \_\_\_\_\_\_\_\_ deprivation. **(Absolute)**

12. Prolonged deprivation refers to \_\_\_\_\_\_\_\_ deprivation for a prolonged period of time. **(Absolute)**

13. Deprivation have two types of consequences visible and \_\_\_\_\_\_\_ **(Invisible)**

14. Deprivation impairs physical and \_\_\_\_\_\_\_\_ health. **(Mental)**

15. In India, for women, marriage may result in \_\_\_\_\_\_\_\_\_\_. **(Marginalization)**

16. \_\_\_\_\_\_\_\_\_ means to be placed in the margins, to be excluded from the privilege and power found at the centre. **(Marginalization)**

17. \_\_\_\_\_\_\_\_\_ density conditions showed higher pulse rare and blood pressure than in more spacious conditions. **(High)**

18. According to Baum and Greenberg the mere anticipation of being in \_\_\_\_\_ social density conditions causes a negative mood. **(High)**

19. The negative feeling caused by high spatial density is \_\_\_\_\_ in males than in females. **(Stronger)**

20. \_\_\_\_\_\_ density leads to more health problems. **(High)**